

## ABSTRACT

There is provided a fixing structure of a door weather strip which comprises a weather strip for a car and an insert clip for fixing a molding part of the weather strip to a door panel. The weather strip comprises a molding part having an insertion hole, and bag-shaped fitting grooves which are formed above the insertion hole at an outer side of the molding part, each having an opening at the lower end thereof. The insert clip comprises a plate-shaped body part having a clip part which projects laterally from the body part and is inserted into the insertion hole of the weather strip to fix the weather strip to the door panel. The insert clip also comprises pawl parts which stand upright from the outer end of the body part, and each pawl part tightly fits in a corresponding fitting groove of the weather strip.